

BIBLIOGRAPHY

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ABSTRACT

This study was conducted to determine the different kinds of wine frequently purchase by the consumers, to find out the most preferred wine and why do they prefer this kind of wine. Moreover, the study also aimed to determine significant factors that influence the consumers' decision in patronizing a certain product, their time of wine consumption and their reasons for consuming wine.

The study was conducted from January to March 2008. A total of 100 respondents from Bontoc were taken using random sampling. A survey questionnaire was distributed to gather the necessary information needed. Personal interview was also done to verify and validate the information gathered. The data were tabulated, analyzed, and interpreted using descriptive statistics such as percentage, means, ranking and frequency counts.

Result of the study shows that the different kinds of wines in Bontoc, Mountain Province are namely, rice wine, cherry wine, lemon, bugnay, pineapple, guava, duhat and even mango wine.

The most preferred wine by consumers is rice wine while the least preferred is duhat wine.

Consumers prefer rice wine because of its sweet taste, availability, and mild alcohol content.

The study reveals that most of the wine consumers were in their middle age, male, farmers and single.

Finding show that price, family's choice, taste, nutritional value, color, packaging, lifespan/ expiry date and culture are the influential factors in the decision of consumers to patronize a certain wine product.

Moreover, it was also found out that wine consumption is mostly done in the evening.

Reasons for wine consumption identified are for (1) relaxation, (2) appetizer, (3) hospitality drink, (4) cooking ingredients and (5) sedatives.

Based on the above statements, the researcher recommends the entrepreneurs who are engaged in wine industry are encouraged to generally look into the factors that affect wine preference of consumers. Marketing strategies to be constructed should consider the influential factors such as price sensitivity of consumers to capture a bigger market share. They may also consider the following factors that may influence consumers decision in wine consumption which include taste, nutritional value, color, packaging, and expiry date of wine.

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INTRODUCTION

Rationale

The word wine comes from Latin vinum, akin to Greek oinos, which means grape wine, in a larger sense, it is the fermented juice of other fruits.

Wines are also made from fruits other than grapes. Fermented apple cider is considered a wine. Perry is produced from pears. There are also cherry wines, plum wines, and wines made from various berries. Many fruit wines are home-fermented products, but some are manufactured commercially as well. Fruit wines contain about 12 percent alcohol.

In Bontoc, Mountain Province wine production is emerging as a promising enterprise. The wine industry started in the province in 1990's and boomed in year 2000. Wines being produced in the province include bugnay wine, cherry, lemon, duhat, mango, guava, pineapple and the rice wine. Wine producers were able to penetrate the big markets with the successful staging of the Lang ay Festival, which highlighted the locally produced wines which carries the generic name of "Lang-ay wine". Likewise, the government thru the Regional Department of Labor and Employment (Dole) provide some fund for producers to boost production and create additional employment.

In the Philippines, based on the DOST reports, wine consumption increases by 10 percent every year. However, local production is minimal due to seasonality of fruits, sustainability of raw materials, lack of marketing and promotion, poor packaging, and labeling among others.



Thus, DOST Undersecretary Maripaz Perez said that there is still a need to improve the wine industry as a way of moving science and spreading cultural beliefs.

In this regard, this study will therefore look into the factors influencing the consumers preference for wine in Bontoc, Mountain Province that may help producers better understand wine preference of consumers and meet their requirements of a quality wine product.



Statement of the Problem

The study aims to answer the following questions:

1. What are the different kinds of wine in Mountain Province?
2. What is the most preferred kind of wine by consumers?
3. Why do the consumers prefer this kind of wine?
4. Who are the consumers of wines in Bontoc, Mountain Province?
5. Factors influencing consumers decision to patronize a certain wine product.
6. What time of the day do the consumers consume wine?
7. What are the reasons why consumers consume wine?

Objectives of the Study

This study aims:

1. To find out the different kinds of wine in Mountain Province.
2. To find out the most preferred kind of wine by the consumers.
3. To determine why do the consumers prefer this kind of wine.
4. To find out who are the consumers of wines at Bontoc, Mountain Province.
5. To determine the factors influencing consumers decision to patronize a certain wine product.
6. To determine what time of the day do consumers consume wine.
7. To find out what are the reasons why do consumers consume wine product.



Importance of the Study

The findings and result of this study will absolutely produce significant market information that will help and benefit a number of wine producers and enterprises in the locality. Owners and managers could use this information in their decision making on what is to be done to ensure satisfaction of their target customers. At the same time, information derived from the study will also develop necessary marketing strategies to attract and hold customers. Entrepreneurs who are planning on putting up a wine enterprise may also look into this information to effectively produce the best wine product to customers.

Moreover, the findings of this study will serve as a basis of further investigation by future researchers related to the study about wines.

Scope and Delimitation

The research study focuses on the wine preferences of consumers in Bontoc, Mountain Province. The most common wine referred on the study are bugnay wine, cherry wine, lemon wine, duhat wine, pineapple, guava and even mango wine; including the famous rice wine (tapey), which is locally produced in Mountain Province. On the other hand, the consumers considered in the study are the end user who buys the product for consumption.



REVIEW OF LITERATURE

Wine and Winemaking

Wine is a fermented juice of grape as an alcoholic beverage or in a larger sense, it is a fermented juice of other fruits or plants.

Generally, all wines are made in a similar way, with variations depending on the type to be produced. The steps are: harvesting, crushing, juice separation, treatment of the mass of crushed fruits and juice (called the must), fermentation, post fermentation treatment, clarification, aging, and bottling.

In the Cordillera Provinces, Fruit wine making is being done similarly with the general process such as (1) preparation of raw materials, (2) crushing, (3) juice separation, (4) fermentation, (5) aging and (6) bottling and labeling of the product.

On the other hand, rice wine is prepared by a process such as (1) preparation of the materials needed such as glutinous rice, rice yeast (fufud) and banana leaves; (2) cooked rice (half cooked), (3) Prepare a clean flat surface or “bilao” and cover it with banana leaves. Spread the rice over the banana leaves and let it cool and dry a little bit, (4) Mix the “fufud” with the rice evenly (uneven mixture may produce sour taste), (5) Put it in a container and seal tightly (container should be a wooden container, glass or earthenware container), (6) fermentation, (7) aging (put it in a dark place), (8) separation of juice and (9) bottling and labeling (Fiar-od, 2007).

In the Cordillera Province as presented in the study of Dao-ey (2007), rice wine making is considered as an indigenous technology among the Igorots, believed to have been taught a long time ago by God generally referred to as Kabunyan. The success is



attributed to the Igorots' belief that rice wine making was Kabunyan-guided. The rice wine has to be placed in a Chinese jar (gusi) and with Kabunyan's blessings, it can serve many.

Dao-ey (2007) studied that *a 1 to 2 weeks old "Tapey"* is the best dinner wine, and is good for the ladies. This is still sweet, and can be compared to drinking Cali Shandy, or Q Shandy. *A 1 month old "Tapey"* is just right for social occasions. A little less sweet and more zest in it. However, *2 months to 6 months old "Tapey"* wherein the Tapey has not yet lost its sweetness, and has more zest. The overall effect is a heady feeling, where one gets drowsier and a little bit sleepy. *1 to two years old "Tapey"* wherein the "tapey" has lost its sweetness, and is bitter. The liquid is not white anymore, but yellowish in color. *A Five years old "Tapey"* has no visible rice left, and what remained of the rice settled at the bottom. It was also of a dark golden color. It is bitter. The taste is just like mixing mentholated Whiskey, Brandy, and Apple Cider.

According to Fiar-od (2007) rice wine making in the early days, was prepared as a 'hospitality drink'. Generally, the women were obliged to prepare because of its significance in promoting unity, hospitality, strong community or tribalities and coherence. However if in the household, the elder is the only man who may be a widower has to do the making of the wine. Rice wine was considered a basic necessity that should always be available in the houses to promote hospitality among the living and the spirits of the dead who may come for a visit. The strong belief that the rice wine making is spiritually inspired is the very reason that only the men of wisdom who could discipline themselves should drink the wine and not offered to the younger generation. The opening of the filled jar with rice wine should be done by old men and not just by anybody.



In most Igorot rituals, as observed, rice wine is always part of the ceremony. In some rituals, there is the water and salted meat (etag). These three were used accordingly when “Kabunyan” taught people to pray for peace, prolificacy (maganaganak), good health, abundance, prosperity, etc.

Benefits of Drinking Wine

Drinking wine has several advantages today other than its great taste. Scientific research on the health benefits of drinking wine has been extensive over the past decade. These studies suggest a number of positive effects that drinking wine can have on your health (Anonymous, 2006).

Macabasco (2006) stated in her study that drinking red wine has been reported to have the following benefits such as: (1) anti-aging effects of red grape skins, (2) reduction in coronary heart diseases, (3) healthier blood vessels in elderly, (4) prevention of blood clots and reduction of damage to blood vessels caused by fat deposits, (5) cancer prevention (protein in red grape skins are said to kill cancer cells), (6) stroke prevention (polyphenols in red grape skins keep the arteries clean) Increase in the level of good (HDL) cholesterol and prevention of bad (LDL) cholesterol from forming.

In another study conducted, Sizer (1997) stated that wine increases beneficial blood lipids (HDL) and preventing blood formation thus decreasing the risk of heart disease. Wine is also credited for some special effects wherein the high potassium content of grape juice lowers high blood pressure.

Sizer (1997) stated that wine when taken in moderation, its alcohol content relaxes people, reduces their inhibition, encourages social interaction and promotes restful sleep. People who are tense and unable to eat, or in the elderly who have lost interest in food, small dose of wine taken 20 minutes before meals improve appetite.



Logan (1982) stated that wine has no chemical analysis ever more completely defined the composition of wine, it is known to contain valuable vitamins- including significant amounts of vitamin B, as well as minerals such as calcium and iron.

Furthermore, Christian (2005) stated in her study that wine has also been found to affect favorably the body's absorption of antioxidants in food and helps metabolize fat more efficiently.

The above information also implies and reiterates the statement made by Paracelcus, a 16th century German physician who said that “whether wine is a nourishment, medicine or poison, it is a matter of dosage and it is upon a person’s decision if he/she will take advantage of the health benefits of wine” (Slinkard, 2007).

Pricing

Price is money given to a seller in exchange for a good or service/s. Generally, industries price their product through cost-based pricing, cost of production plus mark-up, or market-based pricing (the prevailing price in the market).

Berkowitz (1989) stated that for some products, price itself influences the perception of quality, and ultimate value to consumers. Some buyers believed that the higher the price, the higher the quality and the better. Sometimes, consumers judge the worth of the product or service/s relative to substitutes that satisfy the same need. In this instance, a reference value emerges which involves comparing the cost and benefits of substitute items.

Certain forms of price discounting are allowed. Quantity discounts are acceptable, that buyers can be charged different prices product provided there are differences in



manufacturing or delivery costs. Promotional allowances or services may be given to buyers on equal basis proportionate to volume purchased (Berkowitz, 1989).

Macabasco (2006) said that price is a factor although the scenario is slightly changing with the introduction of low-priced wine brands in the market. Aggressive marketing and consumer education are critical in order to boost wine consumption.

Storage and Packaging

Wines (Macabasco, 2006) are usually packed in 750-ml bottles and sold in retail outlets such as supermarkets, hypermarkets, duty-free shops, convenience stores and of course, wine and liquor specialty shops. They are also being served in high-end restaurants, bars, clubs, discos and hotels. The latter group, however, is said to account for the bulk of wine sales in the country.

According to Still (1981) wine bottles must be stored lying down so that the bubble of air within the bottle is clear of cork. If the cork dries out, air will carry acetobacter and other organisms into the bottle and ruin the wine. It makes no difference whether the cellar is a large room with indirect lightning or a small wooden box, if only a couple of bottles were kept in it. But it should be free from vibrations and rather cool. Dampness should be avoided: darkness is best.

Sullivan (1983) stated that a part of marketing is packaging of the product. The type of the packaging of a product advertises the product. Some consumers are attracted to a certain product because of the color, copy, or design of the label. The label may be said to act as a silent salesperson in attracting a customer to select a product. Packaging is important to a manufacturing industry.



Dr. Ernest Dichter, a motivational research authority, once said that shoppers are bombarded with variety of choices. Since the average customer makes about 70% of his/her purchase on impulse, packaging and labeling become highly important. The package has to catch the customers' eyes and attract interest, either because of the package itself or the label.

Inner packing and the container itself are important. Careful design, inner cushioning and sealing may cost a few cents more for your total packaging, but it may prevent the customer from being frustrated and irritated by breakage and pilferage. Durable containers for a variety of items is recommended (Sullivan, 1983).

Factors Influencing Wine Consumption

Kotler (2000) stated that consumer buying behavior is influenced by cultural, social, personal, and psychological factors. Cultural factors exert the broadest influence on consumer behavior. It is the most fundamental determinant of a person's wants and behavior. It includes values, perception, preferences and behavior that the person learns from the family and other key institutions.

According to Kotler (2000), people with social class characteristics have different products and brand preferences such as family, friends, social organization, and professional associations strongly affect product choices. Consumer decision may be influenced by four major psychological factors such as motivation, perception, learning, belief, and attitudes. Personal factors that affect consumers' decision are his/her preference of taste, color, nutritional value, packaging and price.



METHODOLOGY

Locale and Time of the Study

This research was conducted at Bontoc Mountain Province from the month of January 2008 to March 2008. The study was focused on the individual consumers of wines.

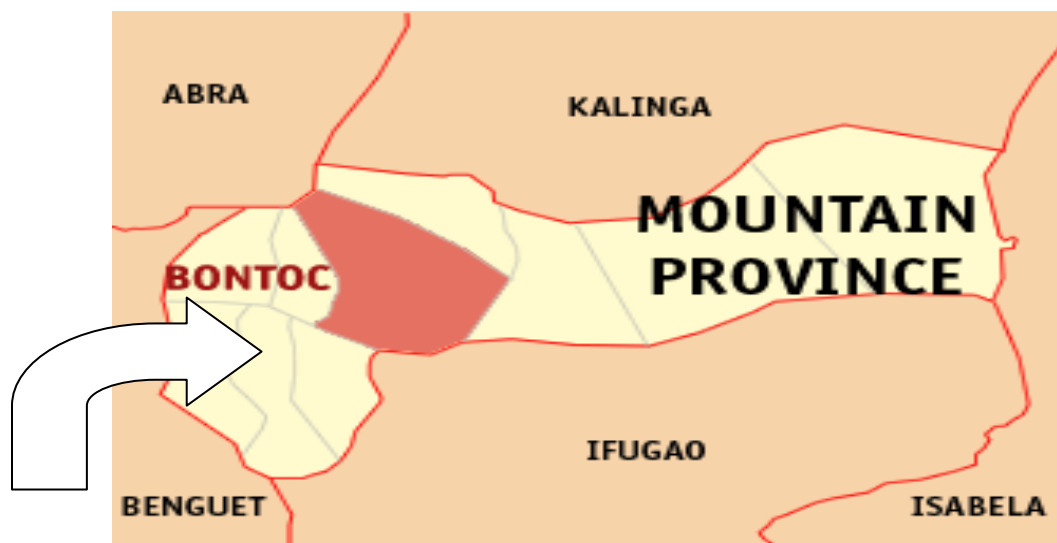


Figure 1. Location map of study area

Bontoc is a 4th class municipality in the province of Mountain Province, Philippines. Basically, Bontoc is popular because it is the capital town of Mountain Province, the center of trade, education and also the seat of the government in the province (Anonymous, 2002).

It is also known because of its local tourist spots and in the year 2000, it has become popular because of their cultural festival that is the Lang-ay Festival. This festival aims to promote the products of Mountain Province most specially the fruit wines, which they label as Lang-ay wine as their brand name.



Data Gathering

The data of the study were gathered with the use of questionnaires containing the necessary questions related to the objectives of the study. Personal interview was done to be able to verify and satisfy the information needed in the study. Additional information was used also by the aid of books and from previous researches that are related to the study.

Respondents of the Study

The respondents of the study were the individual consumers of wines in Bontoc, Mountain Province. A total of 100 respondents were taken randomly as respondents of the study.

Data Analysis

The data gathered in the study were tabulated, analyzed, discussed and interpreted. Descriptive statistics such as percentage, mean, ranking and frequency were used primarily to describe the data.



RESULTS AND DISCUSSION

This chapter presents the discussion, analysis and interpretation of the findings related to the study. The data were presented in tabular form. The data were analyzed and implications were drawn about the general information on the respondents, the kind of wine/s frequently purchased, and factors affecting consumers' choice of wine.

Profile of the Respondents

Table 1 presents the general information about the respondents according to age, sex, civil status, and occupation.

The ages of the respondents ranged from 15 – 75 years old. The mean age of the respondents was 25.26. Most (50%) of the respondents belong to age bracket, 15-25 years old. Most (59%) of the respondents were males and single.

With regard to the occupation of the respondents, most of them were farmers while others were businessmen, employees and students.



Table 1. Profile of the respondents

INFORMATION	FREQUENCY (F)	PERCENTAGE (%)
Age		
15-25	50	50
26-35	30	30
36-45	10	10
46-55	6	6
56-65	2	2
66-75	2	2
TOTAL	100	100
Age Mean =	25.26	
Gender		
Male	59	59
Female	41	41
TOTAL	100	100
Civil Status		
Single	51	51
Married	42	42
Widower/s	7	7
TOTAL	100	100



Table 1. Continued...

INFORMATION	FREQUENCY (F)	PERCENTAGE (%)
Occupation		
Farmer	37	37
Student	32	32
Businessman	10	10
Employee	8	8
Driver	6	6
Maid	3	3
Housewife	2	2
No Work	2	2
TOTAL	100	100

Wine Preference of Consumers

Table 2 presents the wine preference of consumers namely bugnay wine, lemon, duhat, cherry, mango, guava, pineapple and the popular rice wine or “tapey”. Rice wine surfaced to be the most consumed wine while duhat was the least consumed. The rest of the respondents have shown considerable consumption for cherry wine, lemon and bugnay.



Table 2. Wine preference of consumers

WINE/S	FREQUENCY (F)	PERCENTAGE (%)	RANK
Rice	76	36.71	1
Cherry	41	19.81	2
Lemon	34	16.43	3
Bugnay	27	13.04	4
Pineapple	9	4.35	5
Mango	8	3.86	6.5
Guava	8	3.86	6.5
Duhat	4	1.94	8
TOTAL	207	100	

Wine Preferences of Consumers According to Age Bracket

Table 3 presents the wine preferences of consumers according to their age bracket. Out of the total respondents, around 56% aged 15-25 consumes wine, 26.79% consumers are of age bracket 26-35. There are also 10% who belongs to the age bracket 36-45 and the remaining 6.23% are above 46 years old.

The information implies that majority (40) of the respondents under 15-25 age bracket prefers rice wine, twenty-seven respondents prefers cherry wine, 15 respondents prefers lemon, 13 respondents prefer bugnay wine and the least preferred wine (2) is duhat wine. The respondents at the age of 26-35 prefer rice wine (20), 15 prefer lemon wine, 9 prefers bugnay and the least preferred is mango and pineapple wine. There are 10



respondents who prefer rice wine, 5 respondents prefer cherry wine, 3 respondents prefer bugnay wine and there is one respondent who prefer mango wine at the age bracket of 36-45. At the age bracket of 46-55, there are four respondents who prefer cherry wine, 2 prefer rice wine and two also prefers bugnay wine. At the age bracket of 56-65, the respondents at this age bracket prefer rice wine and the same with the age bracket of 66-75, wherein the respondents at this age prefers rice wine. This implies that majority of the consumers of wine prefers rice wine and the least preferred wine is duhat wine. It also presents that most of wine consumers are mostly at age bracket of 15-25.

Table 3. Wine preference of consumers according to age bracket

WINE/S	AGE BRACKET						TOTAL
	15-25	26-35	36-45	46-55	56-65	66-75	
Rice	40	20	10	2	2	2	76
Cherry	27	5	5	4	-	-	41
Lemon	15	15	3	1	-	-	34
Bugnay	13	9	3	2	-	-	27
Pineapple	8	1	-	-	-	-	9
Mango	6	1	1	-	-	-	8
Guava	5	3	-	-	-	-	8
Duhat	2	2	-	-	-	-	4
TOTAL	116	56	22	9	2	2	207
PERCENTAGE	56.04	26.79	10.63	4.31	0.96	0.96	100



Wine Consumption per Bottle

Table 4 shows the respondents' wine consumption per bottle. Rice wine was on top of the list while duhat wine was at the bottom. About 48% consume 384 bottles for rice wine while seven (7) bottles of duhat wine was consumed. In between, several bottles are consumed for cherry, lemon, bugnay, guava and mango wines.

Table 4. Wine consumption per bottle

WINE/S	NUMBER OF BOTTLES (#)	PERCENTAGE (%)
Rice	384	47.9
Cherry	136.5	18.76
Lemon	94	12.92
Bugnay	74	10.17
Guava	31	4.26
Mango	19.5	2.68
Pineapple	17	2.34
Duhat	7	0.97
TOTAL	727.5	100



Price per Bottle of Wine

Table 5 shows the price per bottle (700-750ml) of consumed wine by the respondents. The information presents the average price that the respondents spend for wine. This implies that most (41.33%) respondents can spend as much as 120 pesos for a bottle of wine. There are also 31.16% of them who can afford to buy a bottle of wine with a price of 100 pesos per bottle while there are 17.35% of the respondents who claimed that they buy a bottle of wine at 90 pesos. Some (8.16%) of the respondents also said that they buy a bottle of wine at 140 pesos.

Table 4. Price per bottle of wine

WINE/S	AVERAGE PRICE/S				
	90	100	120	140	150
Rice	14	24	38	0	76
Cherry	7	11	13	9	40
Lemon	7	10	12	5	34
Bugnay	4	10	8	2	24
Pineapple	1	2	4	0	7
Guava	1	2	3	0	6
Mango	0	4	2	0	6
Duhat	0	2	1	0	3
TOTAL	29	65	81	16	196
PERCENTAGE	17.35	33.16	41.33	8.16	100

Factors Affecting Consumers' Preference of Wine



Table 6 presents the factors why the respondents prefer a particular wine from the other wines. Sweet taste of wine is the primary factors that influence consumer preference for wine. Other factors like “availability”, alcohol content and packaging are also considered to be affecting consumers’ preference for wine.

Table 6. Factors affecting consumers’ preference of wine

FACTORS	FREQUENCY (F)	PERCENTAGE (%)
Sweet taste	59	21.53
Readily available	55	20.07
Mild alcohol content	43	15.69
Aroma	36	13.14
Cheaper price	35	12.77
Good packaging	27	9.85
Strong alcohol content	10	3.66
Home made	9	3.29
TOTAL	274	100

Significant Factors that Influence the Consumers
Decision to Patronize a Certain Wine Product

Table 7 shows factors that influence consumers to patronize a certain wine product. The different factors are categorized in terms of pricing, family’s choice, popularity of the wine, promotion, and other features of wine.



As to pricing. It is shown in table 7 that low price is “very highly influential” in the decision of the consumers in their choice of a particular product. However, high price is “moderately influential” in the decision of the consumers to patronize a certain product.

As to family’s choice. Thirty-four (34) of the respondents claimed that family’s choice of wine is “very highly influential” in the decision of the consumers to patronize a certain product. There are thirty-one respondents who said that family’s choice is “moderately influential”. However, there are few (6) who said that family’s choice has a “low influence” on wine consumption..

As to popularity of wine. Thirty-seven (37) of the respondents claimed that popularity of wine is “moderately influential” to the consumers’ decision to patronize a certain product. Twenty-eight said popularity of wine is “highly influential” while six said it is “not influential at all”.

As to promotion. Most (53) of the respondents said that advertisements on print media are “moderately influential” in their decision to patronize a certain product. There were 18 who said that advertisement on print media is “highly influential” and 3 said it is “very highly influential”.

Thirty-one of the respondents claimed that personal selling is “moderately influential” in their decision to patronize a certain product. There are 26 who said it is “highly influential” while 5 said it is “not influential at all”.

There were 26 respondents who claimed that discount is “moderately influential”, 24 said it is “very highly influential” and 12 said it is “not influential at all”.



As to feature of the wine. Most of the respondents (64) said that feature of the wine is “very highly influential” in their decision to patronize a certain wine product. Twenty said it is “highly influential” and one said it is “not influential at all”.

Majority of the respondents’ (66) said that nutritional value of the product is “very highly influential” in their decision to patronize a certain wine product. Sixteen said it is “highly influential” and 5 said it is “low influential”.

Forty-eight of the respondents claimed that the color of the product is “very highly influential”, 32 said it is “highly influential” and 4 said it is “not influential” in their decision to patronize a certain product.

There were forty-eight respondents who claimed packaging is “very highly influential”. Twenty-four said it is “highly influential” and no one said it is “not influential” in their decision to patronize a certain product.

Most of the respondents claimed that lifespan /expiry date of the product is “very highly influential” in their decision to patronize a certain product. There were twenty-one who said it is “highly influential” but there are seven who said that it is “not influential”.

Fifty-four of the respondents claimed that culture is “very highly influential” in their decision to patronize a certain product. Nineteen said it is “highly influential” but there are few respondents (4) who said that it is “not influential at all”.

These findings match Kotler’s (2000) assumption that people with different cultural, subculture and social class characteristics have different products and brand preferences such as family, friends, social organization, and professional associations strongly affects product choices. Consumer decision may be influenced by four major physiological factors such as motivation, perception, learning, belief, and attitudes.



Table 7. Factors that influence consumers' decision to patronize a certain wine product

FACTORS	RATINGS					TOTAL
	1	2	3	4	5	
1. Price of wine						
a. Low price	4	14	19	26	37	100
b. High price	17	18	45	13	7	100
2. Family's choice	7	6	31	22	34	100
3. Popularity of wine	6	7	37	28	22	100
4. Promotion:						
a. Advertisement on print media	11	15	53	18	3	100
b. Personal selling	5	20	31	26	18	100
c. Discounts	12	20	26	18	24	100
5. Feature of the wine						
a. Taste	1	3	12	20	64	100
b. Nutritional value	5	5	8	16	66	100
c. Color	4	4	12	32	48	100
d. Packaging	0	7	21	24	48	100
e. Lifespan/Expiry date	7	10	20	21	42	100
6. Culture	4	8	15	19	54	100

Legend:

5 – very highly influential

2 – low influential

4 – highly influential

1 – not influential at all



3 – moderately influential Time of Wine Consumption

Table 8 presents the time of wine consumption among the respondents. Based on the information, 44.07% consumed wine in the evening, 23.16% consumed wine in the morning, 5.65% consumed occasionally, and there were only 5.09% of the respondents who consumed wine anytime. The table implies that most of the consumers of wine/s consume wine in the evening.

Reasons of Consuming Wine

There are several reasons (Table 9.) why consumers are consuming wine. Majority (27.6%) of the respondent said that they consume wine for relaxation, 16.88% said that they consume wine for appetizer, 14.61% said it is for hospitality drink, 8.77% said it is for digester, and 8.12% said they used it for maintenance. The findings match Sizer's (1997) assumption that wine when taken in moderation may give benefit to the people. Such benefits include relaxation and restful sleep.

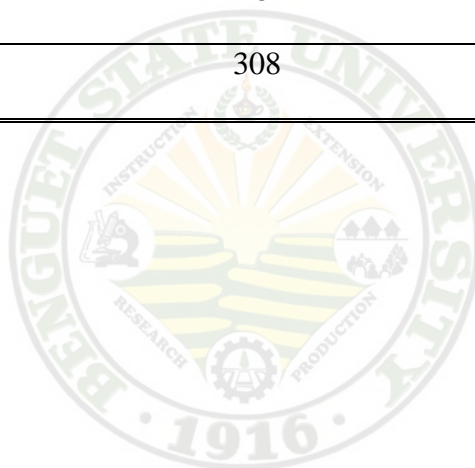
Table 8. Time of wine consumption

PARTICULARS	FREQUENCY (F)	PERCENTAGE (%)
Morning	41	23.16
Lunch	39	22.03
Evening	78	44.07
Occasional	10	5.65
Anytime	9	5.09
TOTAL	177	100



Table 9. Reasons of consuming wine

REASONS	FREQUENCY (F)	PERCENTAGE (%)
Relaxation	85	27.6
Appetizer	52	16.88
Hospitality drink	45	14.61
Cooking ingredients	41	13.31
Sedative	33	10.71
Digester	27	8.77
Maintenance	25	8.12
TOTAL	308	100



SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

This study was conducted to determine the different kinds of wines frequently purchase by the consumers, find out the most preferred wine and the reasons for their preference of wine. Moreover, the study also aimed to determine the significant factors that influence the consumers' decision to patronize a certain wine product.

The study was conducted from January to March 2008. A total of 100 respondents from Bontoc were taken using random sampling. A survey questionnaire was distributed to gather the necessary information needed. Personal interview was also done to verify and validate initial information gathered. The data were tabulated, analyzed, discussed and interpreted using descriptive statistics such as percentage, means, ranking and frequency counts.

The study revealed that most of the consumers were in their middle age. It was also found out that wine consumers are mostly males, single and farmers.

Among the mentioned kind of wine in the study, consumers prefer rice wine because of its sweet taste and availability.

Factors such as low price, family's choice, taste, nutritional value, color, packaging, lifespan/ expiry date and culture are highly influential in the decision of the consumers to patronize a certain product.

Wine consumption is often done in the evening. Several usage or benefits of wine were also identified by respondents, According to them, wine could be an appetizer, cooking ingredients and also perceived to give some sort of relaxation.



Conclusions

Based on the findings, the following conclusions were drawn:

1. The different kinds of wines in Bontoc, Mountain Province are rice wine, cherry wine, lemon, bugnay, pineapple, guava, duhat and even mango wine.
2. The most preferred wine by consumers is rice wine and the least preferred is duhat wine.
3. Consumers prefer rice wine because of its sweet taste, availability, and mild alcohol content. Average price of wine per bottle (700-750ml) is 120 pesos, however, there are some who can afford the price of 140 pesos and above.
4. The study reveals that most of the wine consumers were in their middle age, male farmers and single.
5. Low price, family's choice, taste, nutritional value, color, packaging, lifespan/ expiry date and culture are influential factors in the decision of consumers to patronize a certain wine product.
6. Wine consumption is mostly done in the evening.
7. Reasons for wine consumption identified are (1) relaxation, (2) appetizer, (3) hospitality drink, (4) cooking ingredients and (5) sedatives.

Recommendations

Entrepreneurs who are engaged in wine industry are encouraged to generally look into the factors that affect wine preference of consumers. Marketing strategies to be constructed should consider the influential factors such as price sensitivity of consumers



to capture a bigger market share. They may also consider other factors such as taste, nutritional value, color, packaging, and expiry date of wine.



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Wine Preferences of Consumers in Bontoc, Mountain Province



APPENDIX A

Survey Questionnaire

Dear Respondents:

Warm greetings! I am presently conducting my undergraduate research entitled “Wine preferences of consumers in Bontoc, Mountain Province”. May I request a part your time, support and cooperation by providing certain data to the survey questionnaire prepared for you regarding my study.

Thank you very much for your kind consideration. May God bless you all!

Truly yours,

JHONA PAKIAS
Researcher

Instruction: Kindly check/ fill your answers on the space provided.

1. Background Information:

Name: (Optional) _____
 Age: _____
 Sex: () Male, () Female
 Civil Status: () single, () married,
 () Others, pls. Specify: _____
 Occupation: () farmer, () businessman, () employee, () student,
 () others, pls. specify: _____.

2. Consumption of wine per month. Kindly fill in your answers on column 2 and column 3 only.

Kinds of Wines	Bottle Consumption of wine/ month (Bottle at 700-750ml)	Price per bottle of consumed wine	Cost of consumed wine (col.2 x col. 3)
Bugnay wine			
Rice wine			
Lemon wine			
Duhat wine			
Cherry wine			
Mango wine			
Guava wine			
Pineapple wine			

Wine Preferences of Consumers in Bontoc, Mountain Province



3. What are your preferences of one wine over the other? Pls. Check.

- Cheaper price
 Readily available
 Aroma
 Sweet taste
 Strong alcohol content
 Mild alcohol content
 Good packaging
 Others, pls. Specify. _____

4. What are the factors that influence you to patronize a certain wine product? Please rate by placing a check on the column of influence rate.

- 5 – Very highly influential 4 – High influential 3 – Moderate influential
 2 – Low influential 1 – not influential at all

FACTORS	RATINGS				
	5	4	3	2	1
1.Price of wine:					
a. Low price					
b. High price					
2.Family's choice					
3.Popularity of wine					
4.Promotion					
a. advertisement on print media					
b. Personal selling					
c. Discounts					
5. Feature of the wine:					
a. Taste					
b. Nutritional value					
c. Color					
d. packaging					
e. lifespan / expiry date					
6. Culture					

Wine Preferences of Consumers in Bontoc, Mountain Province



5. At what time of the day do you drink wine? Please check your answer.

_____ in the morning

_____ Lunch

_____ in the evening

_____ others, please specify: _____.

6. Why are you consuming wine? Please check your answer.

_____ as sedative

_____ as appetizer

_____ as digester

_____ for relaxation

_____ for cooking ingredients

_____ for maintenance

_____ Others pls. specify: _____.

